

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

L & H Industrial

Manufacturing-Works

L&H Welding Ramps Up Its Sales Force to Edge Out Competition

Client Profile:

L & H Industrial, Inc., of Gillette, Wyoming, manufactures and distributes parts for heavy machinery. L & H currently supplies shovel and drill parts to mines in the United States, Canada, Mexico, South America Asia and the Middle East. The company also supplies oilfield parts and services to the Rocky Mountain Region and railroad parts to the the class one railway in the U.S. and Canada. Founded in 1964 by Leon Wandler, the business has remained in the family and currently employs 160 people.

Situation:

Begun as an oil field services company, L & H has become a world leader in manufacturing and distributing quality parts for heavy machinery. Throughout the years they have adapted to new and fluctuating markets, diversified products, acquired other enterprises and began exporting internationally. Feeling comfortable in their ability to maintain growth, longevity and stability, L & H owners Jeff and Mike Wandler wanted to improve the company's competitive edge in a tight market. L & H Industrial, Inc., contacted the Mid-America Manufacturing Technology Center (MAMTC), a NIST MEP affiliate, for help.

Solution:

MAMTC recommended sales training to strengthen L & H's sales force to expand its market share and boost profitability. MAMTC worked with Tom Reilly, a sales trainer and author of many books, including "Value Added Selling," to customize a training course specifically for L & H sales associates. Value Added Selling is a customer oriented sales philosophy that stresses selling value over cost. Value Added Selling positions a company to compete aggressively and outsell the competition while maintaining profitability. Tom Reilly conducted eight hours of training with 50 L & H employees at their facility using the customized curriculum developed by Reilly and MAMTC. L & H was pleased with the training and readily adopted the Value Added Sales philosophy. The company expects to increase its sales by \$1 million and believes the training will help them retain nearly \$5 million that they might have lost.

Results:

- * Expected sales increase of \$1 million.
- * Retained \$5 million in existing client sales.
- * Adopted company-wide sales philosophy.
- * Improved consistency in sales process.

Testimonial:

"The Tom Reilly training was excellent; and, yes, we are implementing it. I believe it will make us more effective in our tight market."

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Jeff Wandler, President